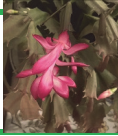


Dianas Sparkles



DIANA JEWELERS
MASTER JEWELERS™

Holiday
2024



Diana Jewelers
Holiday Hours Begin 12/7/24

Monday 12-7, Tues-Friday 10-7, Saturday 10-5

Christmas Eve: 10-2
Closed Christmas & 12/26/23

When our parents are gone, we recall stories they told from when they were young. Mom used to say that when she or one of her siblings acted out, their mother, my Nana, would say "Oh, go stand in the corner and stamp your feet." I think that holds true for a few adults I know too! We need to let our unrest out and let it go. We forget to breathe; forget communication; forget kindness. We've forgotten humanity.

And AI doesn't help that at all.

At a jewelry show in July, the keynote speaker was about 55, male and completely taken with AI. He authored a podcast and was a lecturer who always wrote and recorded his own scripts. He proudly showed how AI copied his voice, wrote his script and recorded the new script by changing the way his mouth opened in a previous video, matching the new AI audio.

OK...Does anyone else see the issue with this? Everyday we hear of scams and breaches of our personal information, but it's ok for a computer to copy our voice and be able to manipulate our visual appearance??? No thank you.

He created the most annoying doppelganger (a computer generated image of what he wanted to look like) that was much younger and frankly incredibly obnoxious. And they want this incorporated into customer service? YIKES! Needless to say, he did not get a standing ovation. My husband whispered in my ear something like " Stay calm". I went over to my

friend after, who also is a female jewelry store owner, of about the same age as myself and just looked at her. (imagine the most beautiful southern accent here) She said " Ohh Betsy, what the heck are they doing?" Thank you, Megan.

And the world wonders why we can't communicate.

One of our son's friends designed a beautiful engagement ring earlier this year and when completed, I texted him in "code like" fashion, just in case. What I hadn't planned on was when the text was received, they would be together in the car and the screen on his dash would display "Diana Jewelers". Apparently, she stopped mid sentence and he smiled and said "Well there's that". He claims he told her he had just started the process. I think he was trying to make me feel better.

Technology. Sometimes good and sometimes not so much.

I received wedding pictures (yes through technology) from two wonderful people who I am sure brighten any room when they enter.

Thank you all for sharing your wonderful pictures. I always request the "hand that said yes" pictures (some on pg.3)



We've had an increase in requests for emerald cut diamonds. Here are two beauties we created with our clients. One contemporary and one more vintage; both stunning.

On the subject of Natural vs. Lab diamonds, we are always available to discuss options and have both choices available. Natural and Lab diamonds are available in colorless and colored. Call us if you would like to schedule a time to discuss and create a one of a kind piece. The variety of new "bling" on page 2 was created around gemstones the clients already had. Look in your jewelry box and let your imagination soar.

And in closing here's picture of the two guys with whom I spend my days. Just a great picture of Jim and Rick. Happy Holidays everyone!



Thank you for being the reason we exist!

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-Receive a complimentary gift with your purchase of \$100 or more beginning 12/1/24

-Need ideas?

Text or call: 315-457-1050.

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Diana JEWELRY & GIFT SHOP
FINE WATCH REPAIRING

Services we provide:

- Jewelry custom design
- Jewelry repair/restoration
- Watch repair
- Stringing of pearls
- Engraving
- Financing
- Complimentary appraisal with your purchase.





Imagination to Reality: Thank you for sharing your stories



Fun Facts and Ideas

Did you ever wonder why “pure gold” equates to 24 karats? In ancient history, both gold and gems were weighed against the fairly uniform seeds of the carob fruit, a common tree throughout the Mediterranean and Near East. The words karat and carat both come from Latin and Arabic names for the fruit. (In the UK and other parts of the world, metal karats are spelled with a c, just like gem carats.) Standardized early Roman pure gold coins weighed 24 karats (or 24 carob fruit

seeds), and thus alloyed gold coins would be referred to as parts-relative-to-standard-gold-coin pure. 14K contains 14 parts pure gold and 10 parts alloy. If you divide 14 by 24 (pure gold 99.9%), you get approximately 58.5%, which is the 585 stamping sometimes seen indicating 14K. Many European manufacturers will stamp their pieces with the percentage; the best example is Italy at “750” for 18K ($18/24=75$).

Great Resetting Idea

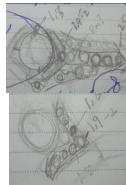
Have some different size diamonds that have no home? Consider setting them in bezels in a station necklace. Often called “diamonds by the yard” this is a piece of jewelry that can be worn every day for any event. And want to create multiple pieces for family members? It’s the perfect choice for any style. And you can also do birthstones for the perfect Mother’s necklace! So gather your bling!



Fun Facts, New Bling

From sketch to bling

Sometimes when designing a new piece of jewelry, we can imagine what we think it will look like. But sometimes, it turns out way better than what we see in our brains! This client brought in multiple pieces of jewelry, loved the vintage design and requested adding emeralds. Combining a few ideas, creating pencil sketches, CADs then the wax, this gorgeous ring was born. We were able to use all her 36 diamonds adding only 1 more for balance. And yes we had fun! Pictures show rough pencil sketches, CAD, wax and final product, shown from different angles. This beauty will last for generations of bling lovers!

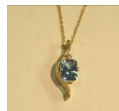


What gemstone is that??

Often, when asked what the November birthstone is, some clients twitch



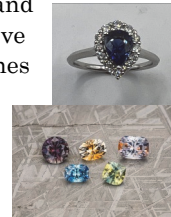
when shown the yellow/orange color of citrine, the most commonly used. As I have November child, I would like to introduce you to the Madeira citrine, pictured below. This deep burnt orange color is rich and warm, with little yellow. Many birth months have different gemstones and many gemstones come in a variety of colors, like garnet and sapphire. So if you're looking for a unique gemstone, stop in. Colored gemstones are intriguing, unique and offer many options! We've created colored gemstones as centers to engagement rings, with sapphire being the most popular choice due to its hardness.



Any guess what the natural gemstone in the photo below is? Genuine spinel comes in a variety of colors, including red, blue, yellow, orange and violet, with red the most valuable and often mistaken as a ruby. Two surprises occurred in the late 1700's when a mineralogist identified the Black Prince's Ruby and the Timur Ruby, part of the British crown jewels, as natural red spinel. Apparently, they didn't change the names, though.



ship we have with them ultimately provides excellent service to our clients. Since we'd never met, I told him to expect a "young, tall, thin, blonde" (haha). He understood the joke and I only came up to his shoulder. He showed us his factory with countless waxes and equipment. With elegant and stunning styles along with over 100 years of craftsmen experience, it is the perfect fit for our clients.



Color Grading of Diamonds

The below picture from a GIA is an illustration of how diamonds are color graded. The color or tones in a diamond are most visible upside down or on the side, as shown here. As you can see the tones of yellow increase as the color scale descends. You are looking for tones of yellow, brown or gray, indicating the different elements that were in the growth environment of the diamond crystal.



New Bling Bracelets

Take a look at the newest in versatile jewelry; the Flex Bangle. Titanium wire forms the core with either 14K white or yellow gold as the outer portion. With natural diamonds, this is the perfect gift to wear alone or stack as it can be worn for a night out or with jeans.



Congrats to these couples!!



Designing Woman and Designing Dude

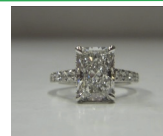
When we travel to jewelry shows, we always look for new and different pieces. At one such show, I met the most incredible woman with a very interesting story. She came to America on a

visa to study biochemistry at a university in PA but when she arrived her professor was away for a month. In his absence, she decided to travel to California to visit family with the intention of returning. But she fell in love with gems and design and her company was born. Needless to say she never returned to bio-

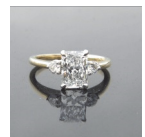
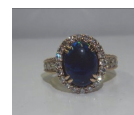
chemistry, but her enthusiasm about gemstones is infectious. Her designs are unsurpassed with originality and speak to every age group and gem lover. Her passion for gems and design forms the perfect combination for unique and classy pieces.



On another adventure to the "Windy city", we met a manufacturer I've worked with for 10+years whose family has an amazing bridal company. What sets him apart is the model of service; the relation-



ship we have with them ultimately provides excellent service to our clients. Since we'd never met, I told him to expect a "young, tall, thin, blonde" (haha). He understood the joke and I only came up to his shoulder. He showed us his factory with countless waxes and equipment. With elegant and stunning styles along with over 100 years of craftsmen experience, it is the perfect fit for our clients.



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Until last week this space had a different theme. Then life shifted a little and I was reminded of people in my life who lived their lives fearless by simply doing good. About 10+ years ago, we sold and ordered an intricate filigree antique style ring to set a family diamond for a pending engagement. We ordered the correct size but the fancy manufacturer sent a ring with the incorrect opening size for the center diamond. In tears, I called a friend and colleague who was the most talented craftsman I have ever met. Although his kindness in helping me kept him away from his family for an entire weekend, he worked a miracle by disassembling hair like filigree and putting it all back together to set the diamond. He had the ability to help and he did, humbly and never boastful. My miracle worker friend lived by a code he passed to his son: "Be a man of courage, be strong and do everything in love."

We also lost an extended member of the "Diana's family" last week. One of our employees' husband passed who was a veteran, a



member of the 174th Air National Guard and was deployed with them in Desert Storm. He was always there for whatever was needed whether installing a new faucet in the store's kitchen or cleaning carpet after some mishap. And the third, was my Dad's best friend. Another kind man of service. The person who I drove to after my first car accident (he was our insurance agent) because I was afraid of what Dad would say. But mostly he was Dad's golfing pal and friend. Dad and Nick were part of the four "cousins" who sang at family weddings and shared stories. He was always kind with a great smile.

These were men of grace; living their lives of service. They knew grace was a gift and knew that the challenge was knowing that others, although different, received that grace too. What they do with it is up to them.

If you have a moment, search the Mother Teresa Poem "Do it Anyway". Below is an excerpt in dedication friends who are gone and to the wonderful people who serve with quiet humility and grace.
Mother Teresa Poem – Do It Anyway
"If you find serenity and happiness, there may be jealousy; be happy anyway.
The good you do today, people will often forget tomorrow; do good anyway.
Give the world the best you have, and it may never be enough; give the world the best you've got anyway.

You see, in the final analysis, it is between you and God; it was never between you and them anyway."

Wishing you the blessings this Holiday Season. Merry Christmas.